



LA Fashion District Business Improvement District

2016 Fourth Quarter Activity Report

December 31, 2016

2016 4th Quarter Improvements, Activities and Services

Expenditures as of December 31, 2016			
	2016	4th Quarter	2016 YTD
Budget Category	Annual Budget	Amount Spent	Amount Spent
Clean & Safe	\$ 2,911,160	\$ 728,333	\$ 2,719,942
Communication	\$ 479,404	\$ 95,197	\$ 344,785
Management/City Fees/Del. Asmnts	\$ 486,754	\$ 98,107	\$ 418,390
Santee Alley Overlays	\$ 640,415	\$ 67,660	\$ 570,304
Total	\$ 4,517,733	\$ 989,297	\$ 4,053,421

Proposed 2017 First Quarter Finance Activities

- Begin BID Renewal Preparation
- Work with CPA to complete the 2016 Tax Returns
- Work with CPA to complete 2016 Annual Review
- Prepare recommendation for 2018 assessment rates for Board of Directors

CLEAN AND SAFE ACTIVITIES

SAFETY PROGRAMS

Fourth Quarter Contact Summary	2015	2016
Citizen Assist	3970	1879
Welfare Checks	1220	1266
Disorderly Conduct	1460	1259
Trespassing	571	600
Drinking in Public	55	137
Illegal Vending	279	105
Robbery / Vandalism	277	188

Proposed 2017 First Quarter Public Safety Activities

- Continue education information for property owners on their responsibilities for discouraging illegal activities by tenants on their premises, and to comply with clean sidewalk codes.
- Continue to act as liaison to direct homeless populations to service organizations.

CLEAN PROGRAMS

The Fashion District BID's clean programs deal with improving the public environment by providing graffiti removal, sidewalk and alley cleaning, street trash removal, tree trimming, weeding and poster removal.

Graffiti Removal

2016 Fourth quarter graffiti removal records are about the same as last quarter.

<u>Graffiti Removal – 4th Quarter</u>	2015	2016
October	1998	1884
November	1804	1578
December	2026	1617
Total	5828	5079

Trash Tonnage

Trash Tonnage increased significantly.

<u>Trash Tonnage– 4th Quarter</u>	2015	2016
October	192	193
November	189	230
December	201	257
Total	582	680

Sidewalk Cleaning

4,136,033 square feet of district sidewalks were cleaned during the fourth quarter using scrubbing and pressure washing equipment.

Homeless and Feces Count:

We have had a tremendous increase in homeless encampments, with an average of 297 per month. And, we have cleaned 591 counts of feces in the 4th Quarter.

Proposed 2017 First Quarter Public Clean Activities

- Continue to work to educate property owners and merchants about appropriate trash collection procedures.

**Neighborhood and Business Improvement Districts
Quarterly Statistics for Mayor's Comstat Report**

4th Quarter 2016

CATEGORY	TOTAL FOR QUARTER	CUMULATIVE TOTAL
Public Safety Contacts *	42,070	167, 764
Trash Bags/Tons removed	57,531 bags/680 tons	221,252/2,384 tons
Bulky Items Removed	264	2177
Graffiti Removed	5079	26,136
Weeded Areas	26	183
Citizen Contacts	1879	10,602
Merchant Contacts	2600	12,580
Spaces for Lease **	Not available	
Spaces leased **	Not available	
New Business **	Not available	
Landscaped Medians	The BID maintains two landscaped medians in the district.	

* Public Safety Incidents category was changed to Public Safety Contacts to provide the total number of contacts the BID Safe Team conducts during a quarter in the 100-block district.

** The LA Fashion District has over 4000 street level stores. Due to the extensive volume of spaces we do not track spaces for lease, leased, or new businesses.

COMMUNICATIONS

The LA Fashion District BID Communications programs are developed to create a positive image for the District based on the positive changes that take place. Programs are designed to attract new investors and customers to the District as well as attract City investment to the District.

Website

www.fashiondistrict.org has 550,291 visitors per year. The retail and lines searchable directories as well as prom information are the most popular features on the site. The Fashion District website is the first website to pop-up when doing a Google search for “prom dresses in Los Angeles”. There are lines at the prom dress shops in the District, even on a Monday morning.

Fashion District Social Media Update

The Fashion District is on Facebook, Twitter, Instagram, Snap Chat and Pinterest. The BID maintains a robust social media network as part of our marketing efforts, which are used to connect with shoppers, buyers, and visitors worldwide. Our most impressive following can be found on Facebook with over 48,072 followers, while our fastest growing audience is on Instagram, where we boast over 20,022 followers. Social media enables the BID to market to new audiences and a younger demographic, which in turn allows us to run more tailored online campaigns. For example, March and April we leveraged our social media reach to target prom shoppers, marketing to high school students directly.

2016 Fourth Quarter Website Visitors and Social Media Activity

<u>Website Visitors</u>	2016
October	44,434
November	36,516
December	33,580
Totals	114,530

<u>Social Media</u> – 4 th Quarter Totals	2015	2016
Facebook		
○ New Followers	367	1347
Twitter		
○ New Followers	260	425
Blog		
○ Page Views	46,569	65,403
Instagram		
○ New Followers	2458	1860
Pinterest		
○ New Followers	182	130

Proposed 2017 First Quarter Communications Activities

- Continue to refine social media features
- Install Banners
- Develop an RFP for a Marketing Plan
- Promote Market Week and update the Lines Directory

SPECIAL PROJECTS

Proposed 2017 First Quarter Special Projects Activities

- Continue to work with Bureau of Street Services to launch the Fashion District Phase II streetscape project.
- Work on Creating a Special Mobil Food Vendor District

MANAGEMENT, CITY FEES AND DELINQUENT ASSESSMENTS

This portion of the annual Fashion District BID budget includes all Management and Communications service programs. The remaining budget is allocated to City Fees, Depreciation, Uncollected Revenue, and the North and South Alley Overlays.

MANAGEMENT PROGRAMS

Proposed 2017 First Quarter Management Activities

- Begin BID Renewal